

**THE
POWER
IS IN THE
I.D.E.A.**

A BIG, BOLD
A BIG, BOLD ECONOMIC DEVELOPMENT
REAL ESTATE DEVELOPMENT INITIATIVE
INITIATIVE

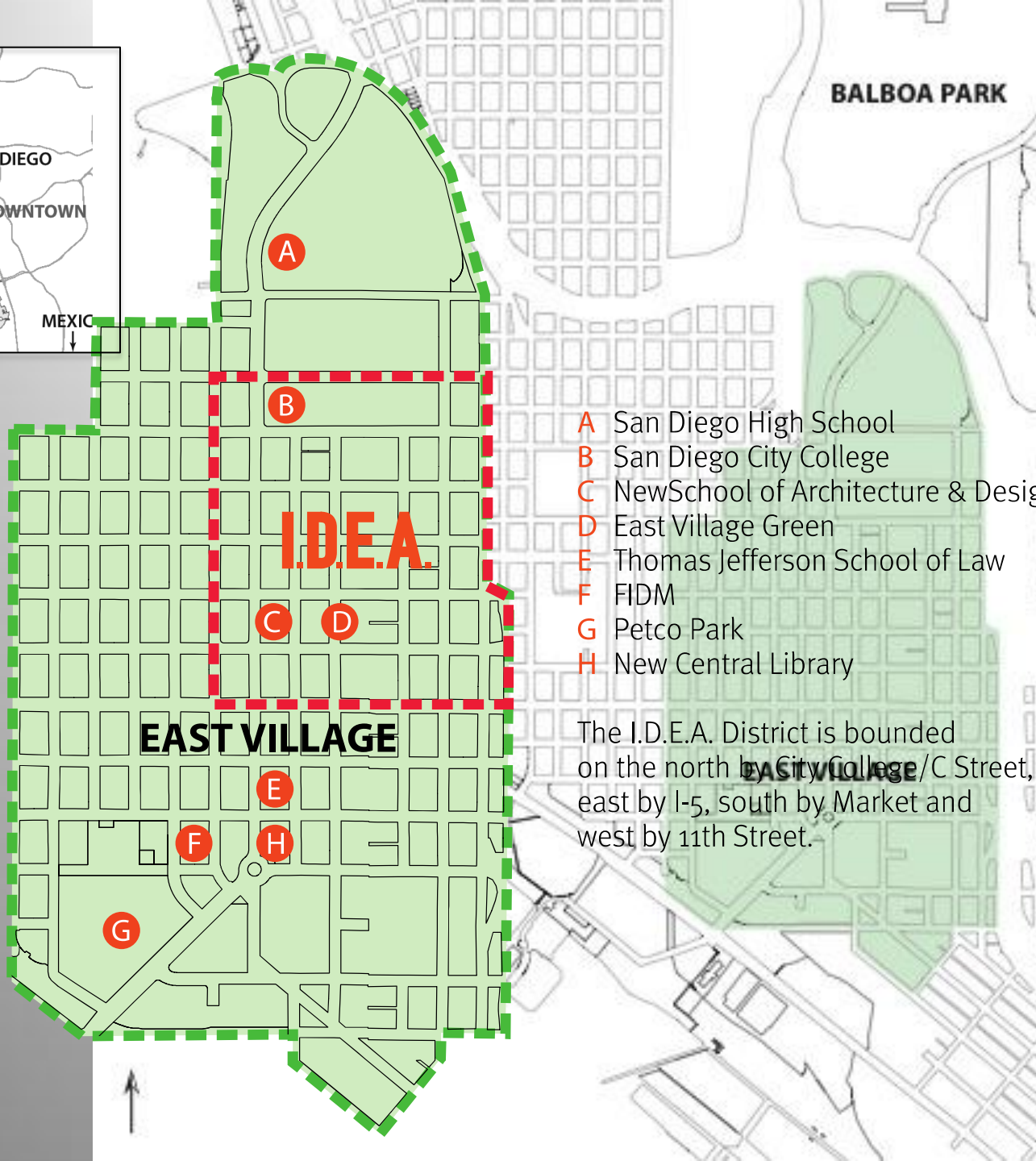


why design?



21st century break through **IDEAS**
= design + technology

what does apple know?



- A San Diego High School
- B San Diego City College
- C NewSchool of Architecture & Design
- D East Village Green
- E Thomas Jefferson School of Law
- F FIDM
- G Petco Park
- H New Central Library

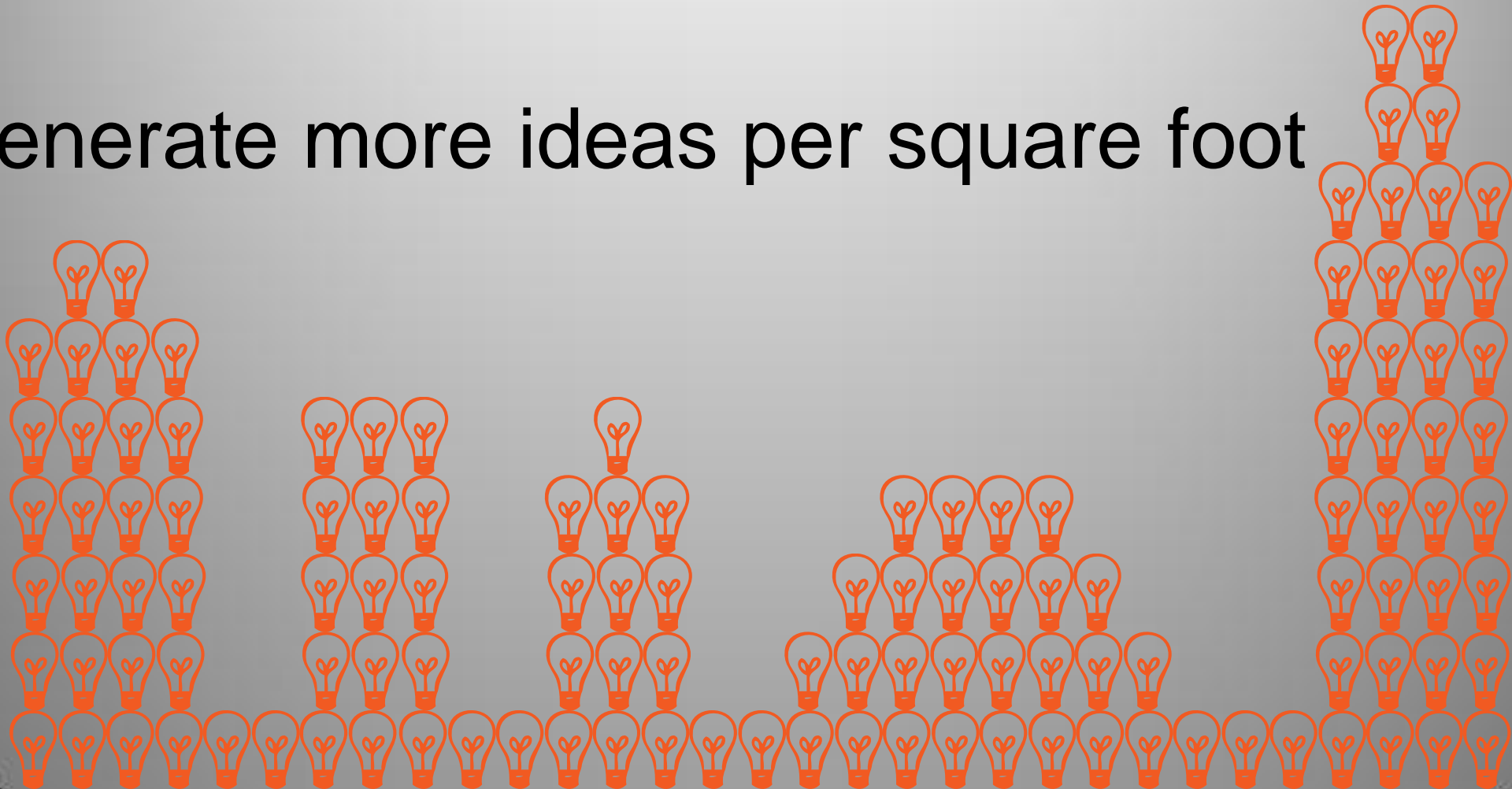
The I.D.E.A. District is bounded on the north by City College/C Street, east by I-5, south by Market and west by 11th Street.

what do creatives want?

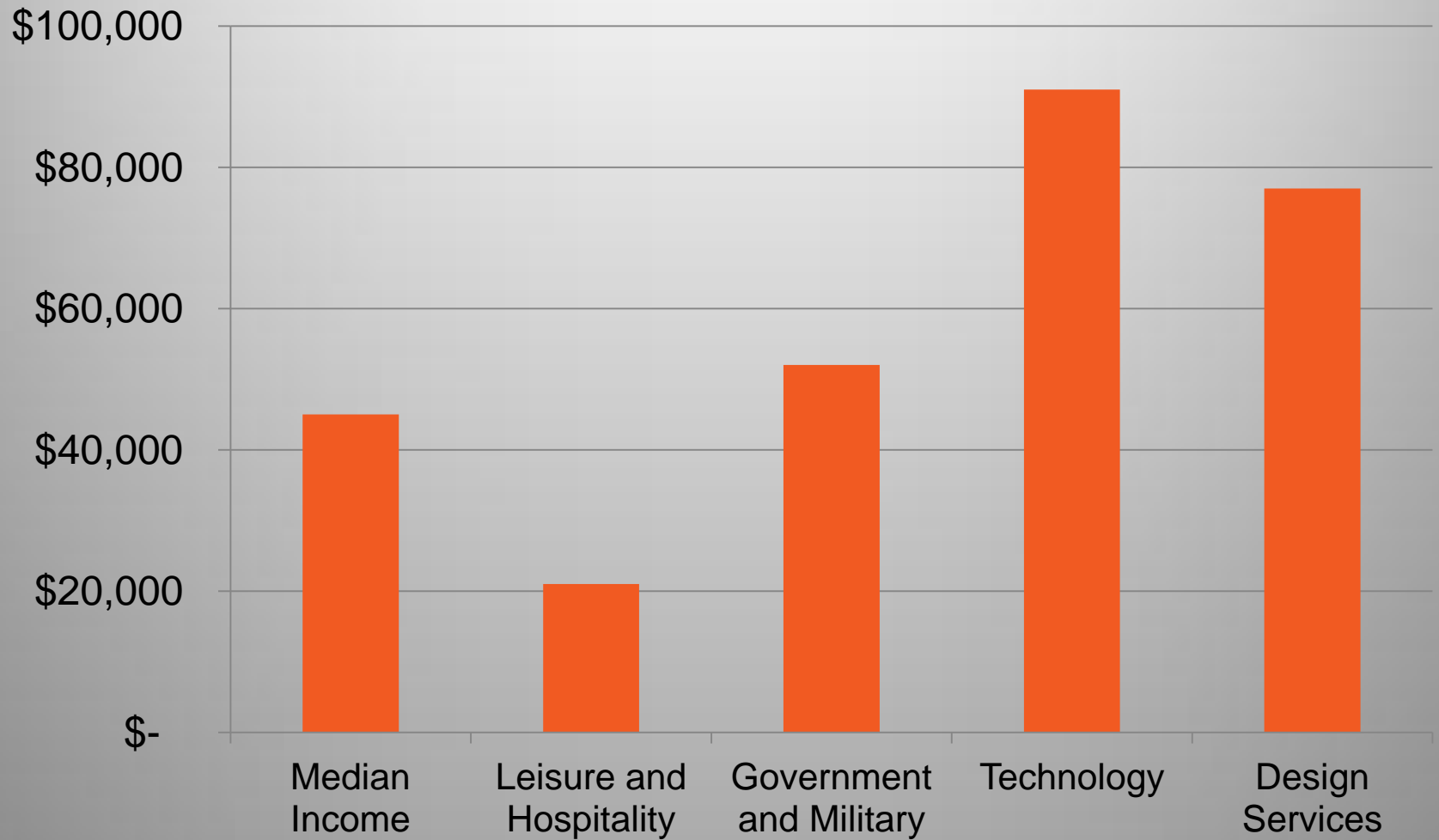
PHYSICAL ENVIRONMENT
INNOVATION + ECOLOGY
SOCIAL ENVIRONMENT



enerate more ideas per square foot



Average Income for San Diego by Industry Sector



[talent] + [culture] + [place] =
economic
development

ECONOMIC HIGHLIGHTS

3+ million s. f. of studio/office

2500+ residential units

340,000 s.f. new retail

340,000 s.f. new hotel

10,500 high-paying design jobs

13,000 total new jobs

\$20+ million incremental revenue

where do we start?

liberate the
park!

